I-Drive District Advisory Board Meeting Orange County Convention Center Update

OCTOBER 25, 2023



FY 22-23 RECAP



Total Events 159

Attendees 1.5 Million

Economic Impact \$2.8 Billion

FY 22-23 Q4 NOTABLE EVENTS

SURF EXPO

September 7-9, 2023

13,000 est. attendees

\$33.4 million economic impact **ACE**

September 19-21, 2023

15,000 est. attendees

\$38.5 million economic impact

GRACE HOPPER CELEBRATION

September 26-29, 2023

26,000 est. attendees

\$66.7 million economic impact

FY 22-23 Q4 RECAP VIDEO



FY 22-23 TRENDS

- Increased attendance at 134% compared to 2019*
- Companies are doing business at events
- B-Leisure
- Live events are a solution for:
 - Disconnected Remote Workers
 - Distributed Teams

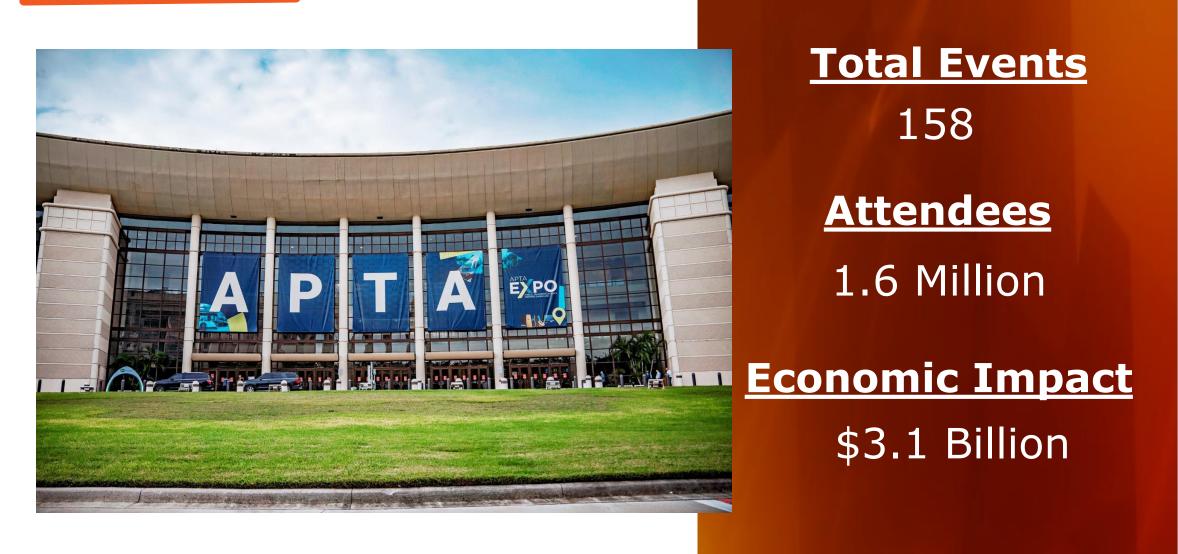
*Source: Freeman Company

"They're looking for greater connection to their colleagues and industry, more hands-on learning experiences, and a clear value proposition that aligns with their work/life priorities."

> -Wunderman Thompson Intelligence's Generation Z: Building a Better Normal

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FY 2023 - 2024 OUTLOOK



NORTH-SOUTH BUILDING PROJECT



NORTH-SOUTH BUILDING PROJECT



 In August 2020, design/construction contracts were terminated for convenience due to economic conditions.

• Design 50% completed.

 Approximately \$18 million has been spent on the project to date.

PHASE 5A PROJECT



 On Oct. 3, the BCC voted to approve allocating TDT funding for the completion of Phase 5A of the project.

• Budget: \$560 million

 Project will include enhancements to the North-South Building along Convention Way.

